



*Article for trade publications (to be customized)*

Commerce depends in large part on highways, roads and bridges, but the current approach to maintaining them is actually resulting in greater deterioration, charges the **Coalition to Preserve America's Roads (CPAR)**, which is launching a campaign to educate the public and change current policies. *(Name of trade group)* has joined the coalition, and is encouraging transportation officials to focus funding on pavement preservation, rather than deferring maintenance until the only option is reconstruction.

“The current approach used by some agencies to manage our highways, roads and bridges is bankrupting state and local budgets and debilitating a major component of our transportation infrastructure,” contends Larry Galehouse, Director of the National Center for Pavement Preservation and CPAR Coordinator. “Ruinous short-term, “worst-first” policies need to be replaced with sustaining, long-term approaches involving pavement preservation using sound asset management principles. Over the course of just a couple of years, a state or a municipality can begin to reverse the costly cycle of rebuilding roads and bridges, which through years of neglect have no other option than total reconstruction to remain viable. Such ill-advised policies cost taxpayers too much money and are inefficient and wasteful.”

The coalition was formed to promote the concept of pavement preservation on behalf of the AASHTO TSP•2 Regional Partnerships and other groups whose members depend on a sustainable highway network.

*(Add quote from specific trade group whose publication this will appear in about why it supports the effort. Include some statistics if possible.)*

“Spending money to keep good roads in good condition is the most cost-effective way to save America’s highways. Preserving the highway system is vital to our economy and our country’s future.” The coalition also points out that a preservation approach creates more jobs and helps conserve natural resources. More people are employed in a preservation approach than a reconstruction approach, CPAR says, because preservation requires more frequent, albeit less costly, road treatments. It also uses considerably less natural resources – fuels, aggregate, etc. – than does reconstruction. From a motorist perspective, preservation also significantly cuts down on road closures and the resulting traffic congestion.

Most important, it’s also the best way to stretch tax dollars – an important consideration at a time when many states and municipalities are tightening their belts, CPAR says. It costs substantially less to keep a road in good condition than it does to rebuild one that has deteriorated beyond repair.

According to AASHTO, every dollar spent on road maintenance avoids \$6 to \$14 needed later to rebuild a road that has irreparably deteriorated.

“Transportation officials at every level have a fiduciary responsibility to ensure dollars are spent wisely, and there is no better way to extend the life of a roadway and ensure taxpayers are getting their money’s worth than through pavement preservation.”

CPAR is aiming to get its message out by educating the media and raising awareness among key stakeholders in the transportation industry.

There has been progress on the preservation front. The Federal Highway Administration (FHWA) reports that many highway agencies have begun to place a greater focus on the

preservation philosophy to address the significant deterioration that has been occurring to the nation's infrastructure.

The nation's highways are valued at approximately \$3 trillion. As responsible stewards of the highway system, present and future generations cannot allow the investment to deteriorate.

The key to successful pavement preservation efforts is applying the right treatment to the right pavement at the right time, CPAR stresses. A pavement preservation program that promotes road sustainability consists of three components: preventive maintenance, minor rehabilitation (nonstructural) and some routine maintenance activities. Examples of typical preservation treatments, depending on the type of pavement, include crack sealing and filling, slurry seals, ultra thin overlays, joint resealing, undersealing and diamond grooving or grinding.

“The concept is simple: Just like regular exercise and proper nutrition stave off serious health problems in people, regular maintenance prevents costly road repairs in the future. Practicing triage with our roads is irresponsible. It’s like waiting until most of the patients are nearly dead and then trying to save a paltry few with the most expensive surgery possible.”

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